

OIL SPILL RESEARCH OVERVIEW

BACKGROUND AND METHODOLOGY

- Track perceptions of and intent to visit Louisiana among leisure travelers
- Online survey
- 3 waves of research:
 - May 19-21 (1,003 nationwide respondents)
 - June 18-21 (903 regional respondents)
 - Dallas
 - Houston
 - San Antonio
 - Austin
 - Mobile/Pensacola
 - Hattiesburg/Laurel
 - August 3-6 (1,003 nationwide respondents)



KEY FINDINGS

Nationwide respondents had similar perceptions of Louisiana in May and August.

- Some visitation to the state was lost.
- Some non-visitors would visit the state if it were not damaged.
- Many respondents believe that Louisiana seafood is contaminated.

Regional respondents are less likely than nationwide respondents to say that the oil spill affected their travel plans to Louisiana. However, their perceptions of the state are similar.

	May	June*	August	Sept.
Percent of visitors who cancelled or postponed trip to Louisiana because of the oil spill	26	17	29	
Percent of non-visitors who said that they would visit Louisiana if:				
Wildlife were not damaged	27	28	26	
Coast was not contaminated	28	31	26	
Seafood was not contaminated	25	32	24	
Biking and hiking trails were open	19	21	20	
Waterways were open to boating	20	17	18	
Swamp Tours were not closed	20	17	17	
Deep sea fishing was available	13	16	12	
Percent who believe or are not sure about false statements about Louisiana seafood				
Shrimp costs more because oil has to be cleaned from them before they are sold	57	46	53	
Restaurants that serve Louisiana seafood put customers at risk	55	48	48	
Commercial fishing is allowed in areas where oil is present	36	29	44	

* Regional wave – not entirely comparable to nationwide results